

Abstract of the Invention

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2 An integrated communication system and method for conducting
3 surveys, and more particularly an at least partially automated and efficient
4 system and method for collecting, processing, and displaying customer
5 satisfaction survey information that enables a product or service provider to
6 evaluate the quality of goods and/or services received based on ratings and
7 reports obtained by performing surveys of customers, employees, and/or staff.
8 The system utilizes survey scripts implementing drill-down questioning
9 techniques to gain insights into the survey participants' reasons for their
10 opinions. The system processes the raw survey data into useful survey
11 information, such as graphs and charts, for presenting to consumers (i.e.,
12 customers) of the survey who may be remotely located. In this way the
13 system and method can be utilized in a quality improvement program.